

JRBA DISTRICT WEB PUBLISHING

JRBA

The district recognizes the value of communicating information and providing on-line resources to parents, students, employees and the community. With this in mind, the Board of Education authorizes the development and maintenance of school websites and associate on-line resources. (Cf. EFA,GAKA)

ADOPTED: July 9, 2001

REVIEWED: January 14, 2002

REVIEWED: April 10, 2012

REVIEWED AND APPROVED: January 14, 2013

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The administration, in cooperation with appropriate staff, shall develop guidelines for Web Publishing. Guidelines shall be approved by the Board and disseminated to parents, students, employees and the community.

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Mission Statement

The USD 273 website will serve as a communication tool for distributing school district information and on-line resources to parents, students, district employees and the community. Overall, our objectives are: 1) to enhance the community's knowledge of school policies and activities; 2) share school and library resources with members of the community; 3) increase parent's awareness of student's curriculum, assignments and current studies; and 4) increase communication between parents, teachers and the community.

Management of District Website

The management of the district website will be the responsibility of three persons: the District Network Administrator and two building Webmasters, one at the Jr. Sr. High School and one at the Elementary School.

Network Administrator

The District Network Administrator will oversee the full development of the website. Primary responsibilities include:

1. Management of the web server, firewall, and all hardware and software related to the website.
2. Creation of web directories and upper structures of the website.
3. Manage and setup all e-mail services.
4. Maintenance and monitoring of security for the website and the network.
5. Monitoring the site for compliance to district policies.
6. Communicating to the building Webmasters any concerns of the building and district administrators regarding the website.
7. Provide the building Webmasters with assistance when needed.
8. Manage the development of those parts of the website that pertain, not to either building, but the district in whole.

Building Webmasters

The website will have Webmasters at both the Elementary and the Jr. Sr. High School. The overall responsibility of the building Webmasters is to oversee those web pages created at, or relating to, their facility. Primary responsibilities include:

1. Overall creation of their section of the site, as well as creating and managing the hierarchy of directories for their section of the website.
2. Developing the scope, content, themes and cohesiveness of their sections.
3. Choosing and assisting page authors from within their building.
4. Monitoring their section for accuracy, up-to-date information, and making sure that all pages are in compliance with district policies.
5. Serve as the authority within their building for all questions of content, style, organization and other issues related to their section of the site.

Copyright

USD 273 respects the laws of copyright and of intellectual and creative property. It is against USD 273 policy to publish any copyrighted material on the website without written permission from the author/creator of such property. This includes any and all audio, visual, textual, and software property.

Free clipart, music files, etc., gained from other sites may be used as long as doing so is in accordance with any desires or wishes of the originating site. Quotations, paraphrasing and summations may also be used in textual documents, as long as full credit and citation are given to the author, as per the MLA Style Book. The only other exceptions to this will be those uses of audio, visual, textual documents created by students, staff, or others as outlined in the district's "Website Privacy and Media Permission Guidelines."

Guidelines for Authoring

Web page authors should keep in mind the purpose and need for the information contained on their pages. Before creating any pages, authors should get approval for their section of the site from their building Webmaster. This is necessary for the Network Administrator and the Webmasters to create the appropriate links and security for the new pages.

It is the responsibility of web page authors to:

1. Make sure that their pages do not violate any district policies.
2. Proofread the page for all grammatical and spelling errors, (remember that these pages reflect both yourself and your school).
3. Collect and keep on file any forms necessary to publish materials on the pages.
4. Make sure that all links to other sites are working, up-to-date, relevant, and appropriate.
5. Make sure that any media or external files for the pages are named and saved in a format prescribed by the Network Administrator or Webmaster.

Student Generated Pages

Any web pages generated by students for publishing on the USD 273 website must meet the following criteria:

1. Pages must be created under the supervision of a USD 273 certified teacher or administrator.
2. Pages must not violate any USD 273 policy.
3. The pages can only be published by the supervising staff member.
4. Student created pages must be educationally related, and created by the student for either a class assignment or as part of a school affiliated organization.

Students are permitted to help faculty and staff members create pages for their respective classes or departments.

Beloit Schools, USD 273

Website Privacy and Media Permission Guidelines

	Allowed without parental consent	Allowed with signed consent form	Not allowed
<p>Privacy Guidelines for Elementary School Students</p>	<p><i>Identifying text:</i></p> <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Group photo (6 or more in picture) <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Group extra-curricular performances 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Full name (or any combination of initials and names) ■ Grade level ■ Class/Teacher's name <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Individual portraits (first name only) ■ Group photos of less than 6 people <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Interviews ■ Discussion of items listed above which require written parental consent ■ Individual extra-curricular performances <p><i>Original work:</i></p> <ul style="list-style-type: none"> ■ All original student work posted to Web 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Home address ■ Birthdate ■ Parent occupation information ■ Home phone number ■ Social Security Number ■ Personal e-mail (student or parent) ■ Student grades on a Web page that is not password protected ■ Parent work schedule ■ Religious affiliation ■ References identifying student as a special education student <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos or video of students wearing attire that is inappropriate in a classroom or at a school-sponsored event ■ Photos or videos which have been manipulated* to portray a student in a light which is inappropriate for the school environment ■ Photos or video of students engaging in activities that would otherwise be inappropriate in a classroom or at a school-sponsored event <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of any of the prohibited items listed above

* *Manipulated* shall not be construed to include cropping, digital enhancement, color adjustments or other general video and photogenic editing techniques.

	Allowed without parental consent	Allowed with signed consent form	Not allowed
Privacy Guidelines for Jr. Sr. High School Students	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Full name (without photo) <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Group photo (6 or more in picture) ■ Photos (without names) of individuals who are participating in school sanctioned performances or competitive events <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Student musical/drama/sports performances 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ School ■ Grade ■ Class/Teacher's Name <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Individual portraits with full name Group photo of less than 6 people <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of items listed above which require written parental consent <p><i>Original work:</i></p> <ul style="list-style-type: none"> ■ All original student work posted to the Web 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Same as elementary "Not allowed" list <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos or video of students wearing attire that is inappropriate in a classroom or at a school-sponsored event ■ Photos or videos which have been manipulated* to portray a student in a light which is inappropriate for the school environment ■ Photos or video of students engaging in activities that would otherwise be inappropriate in a classroom or at a school-sponsored event <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of any of the prohibited items listed above

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	Allowed without consent	Allowed with written consent	Not allowed
<p>Privacy Guidelines for USD 273 School District Employees And Board of Education Members</p>	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Full name ■ Job title ■ Work phone/fax numbers ■ Work address ■ Work e-mail address <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos and or video footage of a staff member taken at a school or USD 273 event <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Interviews, lectures, and other forms of spoken word carried out within the scope of a staff member's duties as a district employee, and which are not protected by existing privacy guidelines or laws 	<p><i>Identifying text:</i></p> <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Portraits and photos of a staff member not taken at a school or USD 273 event <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of items listed above which require written consent <p><i>Original work:</i></p> <ul style="list-style-type: none"> ■ All original work produced outside of the scope of his or her employment with the district 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Religious affiliation ■ Political affiliation ■ Sexual orientation ■ Names of family members ■ Marital status ■ Home address ■ Home e-mail address ■ State of physical or mental health <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos or video of staff wearing attire that is inappropriate in a school or business environment ■ Photos or videos which have been manipulated* to portray staff in a light which is inappropriate for the school environment ■ Photos or video of staff engaging in activities that would otherwise be inappropriate in a classroom, at a district-sponsored event or in a business environment <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of any of the prohibited items listed above

* *Manipulated* shall not be construed to include cropping, digital enhancement, color adjustments or other general video and photogenic editing techniques.

	Allowed without consent	Allowed with written consent	Not allowed
<p>Privacy Guidelines for Individuals Who Are Neither Students Nor Employees of the District, i.e. Site Council Members, Guest Speakers, or Volunteers</p>	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Full name ■ Employer ■ Job Title ■ Relationship with the district ■ General business contact information ■ Business/Organization Web address (if appropriate) <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos and video taken of the individual taken at a public event or in a public place <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Interviews, lectures, and other public performances 	<p><i>Identifying text:</i></p> <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Any photo not taken at a public event or in a public place <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of items listed above which require written consent <p><i>Original work:</i></p> <ul style="list-style-type: none"> ■ All original work produced outside of the scope of work which has not been contracted by the district 	<p><i>Identifying text:</i></p> <ul style="list-style-type: none"> ■ Political affiliation (unless an elected official) ■ Religious affiliation (unless a clergy member) ■ Work e-mail address ■ Direct work phone number ■ Home address ■ Home phone number <p><i>Photos/Video:</i></p> <ul style="list-style-type: none"> ■ Photos/video of an individual wearing attire that is inappropriate in a school or business environment ■ Photos or videos which have been manipulated* to portray a individual in a light which is inappropriate for the school environment ■ Photos or video of staff engaging in activities that would otherwise be inappropriate in a classroom, at a district-sponsored event or in a business environment <p><i>Audio:</i></p> <ul style="list-style-type: none"> ■ Discussion of any of the prohibited items listed above

* *Manipulated* shall not be construed to include cropping, digital enhancement, color adjustments or other general video and photogenic editing techniques.